

America's Second Harvest of the Big Bend
Development Plan 2015-2016
Updated 4/28/15

4446 Entrepot Blvd, Tallahassee, FL 32310

I. Fundraising

- Individual giving:
 - Analyze previous three years of direct mail campaigns so that we can choose future campaigns and companies strategically. (June 30, 2015)
 - Begin “call time” for corporate and individual donors > \$1000 with the goal of touching each donor once per quarter. For donors \$250-\$999, goal of touching them twice per year. Establish relationships with the goal of increasing these contributions by 10% each year.
 - Create a comprehensive outreach plan – mail, phone, and email – to reach lapsed donors. Find out why they have lapsed, update contact information if necessary, and find out what we can do to secure their support again. (June 30, 2015)
 - Contract with online fundraising company/digital marketer to build an email fundraising program similar to our direct mail efforts. Work with that company to establish communications calendar so that our efforts are synchronized across all platforms. (Begin contract January 1, 2016.)
 - Promote planned giving program across all media – direct mail, website, newsletters, event programs – to publicize and encourage folks to take advantage of it. (Ongoing)
- Corporate giving
 - Extend call time to corporate donors. Identify Second Harvest programs that are a natural fit for each company to “adopt.” (June 30, 2015)
 - Work with Volunteer Coordinator to foster volunteer relationships with corporate donors to increase their sense of engagement with us. (Ongoing)
 - Include report of all \$1000+ corporate and individual donors in quarterly board meeting packet. (Ongoing)
- Special event fundraising
 - Develop, plan and execute signature event. Work with existing sponsors to ensure they feel represented and recognized without “poaching” from our corporate giving. (Event to take place April 2016; planning commences October 2015.)
 - Evaluate existing special events to improve their visibility through improved email/social media marketing. (Ongoing; calendar established by online marketer.)
- Grant Income
 - Work closely across departments to ensure high-quality CHSP application. (February 2016.)
 - Identify and apply for other high-reward grants throughout the year, working with all departments to identify funding needs. (Ongoing; track on grant spreadsheet; weekly management team review.)
 - Hire full-time grant writer dedicated to seeking out and applying for more difficult or obscure grant opportunities. (On board employee by January 1, 2017.)
 - Current Grants:
 - Wal-Mart State Giving – Received April 27, 2015 - \$75,000
 - CHSP – Award letter anticipated June 1, 2015 - \$180,000
 - United Way Neighboring Counties – June 2015 application/presentation; award letter anticipated August 2015 - \$20,000
 - Charles A. Frueauff Foundation – Award letter/funds anticipated December 2015 - \$81,000 applied for; previous awards were \$30,000
 - United Way of Northwest Florida – received award letter April 2015 - \$900 (failed to apply in 2014)

- Bi-Lo Holdings (Winn-Dixie) – due June 30th, 2015
- Capital City Bank Foundation – applied April 2015 - \$5,000 requested; also eligible for matching grant
- Wal-Mart Community Giving – 10 stores @ \$2500 each = \$25,000 – rolling deadline
- Bank of America – application period is July 20 – August 7

II. Volunteer Program

- Bring Volunteer Coordinator position to full-time status to manage volunteers. (January 1, 2016.)
- Establish specific goals for numbers of volunteers, hours, and outreach events attended. (June 30, 2015)
- Re-design volunteer intake form to help assess skills and interests. (June 30, 2015)
- Establish internal procedures for coordinating with staff on volunteer needs. (June 30, 2015)
- Establish annual volunteer recognition event and quarterly thank yous. (Full time staff person to plan February 2016 thank you for CY 2015.)

III. Marketing/Outreach

- Hire full time Marketing/Outreach staff person. (On board full time staff by January 1, 2017.)
- Establish communications calendar in conjunction with email program. (January 1, 2016; pending contract with digital marketer.)
- Establish social media goals for “Likes/Shares” and “Favorites/Retweets.” Use best practices to increase followers/friends and engagement. (March 31, 2016)
- Streamline newsletters. (January 31, 2016; pending contract with digital marketer.) Purchase Adobe Suite graphic design software to improve newsletters and allow us to produce more marketing materials in house. (December 31, 2016)
- Schedule regular media hits with radio/TV/newspaper to coincide with communications calendar and themes. (Ongoing)

IV. Donor Relations

- Replace data management system (July 1, 2016)
- Improve and streamline donor recognition process (ongoing)

Task	Deadline	Goal
United Way Neighboring Counties Application	June 2015	\$20,000
Bi-Lo Holdings grant application due	June 30, 2015	\$50,000
Analyze direct mail and contract for FY 15-16	June 30, 2015	
Lapsed donor plan and outreach	June 30.2015	
Establish best practices and SOP for volunteer dept	June 30, 2015	
Bank of America grant application	August 7, 2015	?
Begin planning for signature event	October 2015	
Frueauff grant award letter anticipated	December 2015	\$30,000
Contract with online marketing firm	January 1, 2016	
Bring Volunteer Coordinator position full time	January 1, 2016	
Establish communications calendar for all platforms	January 31, 2016	
Wal-Mart State Giving Grant Application	January 2016	\$75,000
CHSP application for FY 16-17	February 2016	\$180,000
Volunteer recognition event	February 2016	
United Way of Northwest Florida grant application	March 2016	
Capital City Bank Foundation grant application	April 2016	\$5,000
Signature Event	April 2016	\$10,000
New donor management system	July 1, 2016	
Hire full-time grant writer	January 2017	
Hire full-time Marketing/Outreach staff person	January 2017	
Wal-Mart Community Giving applications	Ongoing – rolling deadline	\$25,000
Call time for individual and corporate donors	Ongoing	
Promote planned giving options	Ongoing	
Volunteer Coordinator to work with corporate partners	Ongoing	
Schedule regular media appearances	Ongoing	
Report to BoD on all \$1000+ donors at each meeting	Ongoing	
Improve visibility of existing special events through increased online presence	Ongoing; in conjunction with online marketing	